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(54) **SYSTEM AND METHOD OF GENERATING PRIVATE NOTIFICATIONS BETWEEN USERS IN A COMMUNICATION SESSION**

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(57) **ABSTRACT**

Related U.S. Application Data

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(52) **U.S. Cl.**

CPC **H04L 51/52** (2022.05); **H04L 51/043** (2013.01); **H04L 51/046** (2013.01); **H04L 51/10** (2013.01); **H04L 51/58** (2022.05)

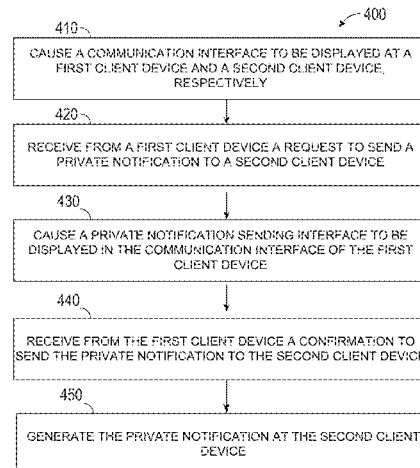
(58) **Field of Classification Search**

CPC H04L 51/52; H04L 51/58; H04L 51/043; H04L 51/046; H04L 51/10

See application file for complete search history.

Method of generating private notifications between users in a communication session starts with an application server causing a communication interface to be displayed at a first client device and at a second client device, respectively. Application server receives from the first client device a request to send a private notification to the second client device and causes a private notification sending interface to be displayed in the communication interface of the first client device. Application server receives from the first client device a confirmation to send the private notification to the second client device and generating the private notification at the second client device that includes causing a first avatar that is associated with a user of the first client device to be included in the communication interface displayed at the second client device. Other embodiments are disclosed.

20 Claims, 8 Drawing Sheets



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U.S. Appl. No. 16/223,920 U.S. Pat. No. 11,245,658, filed Dec. 18, 2018, System and Method of Generating Private Notifications Between Users in a Communication Session.

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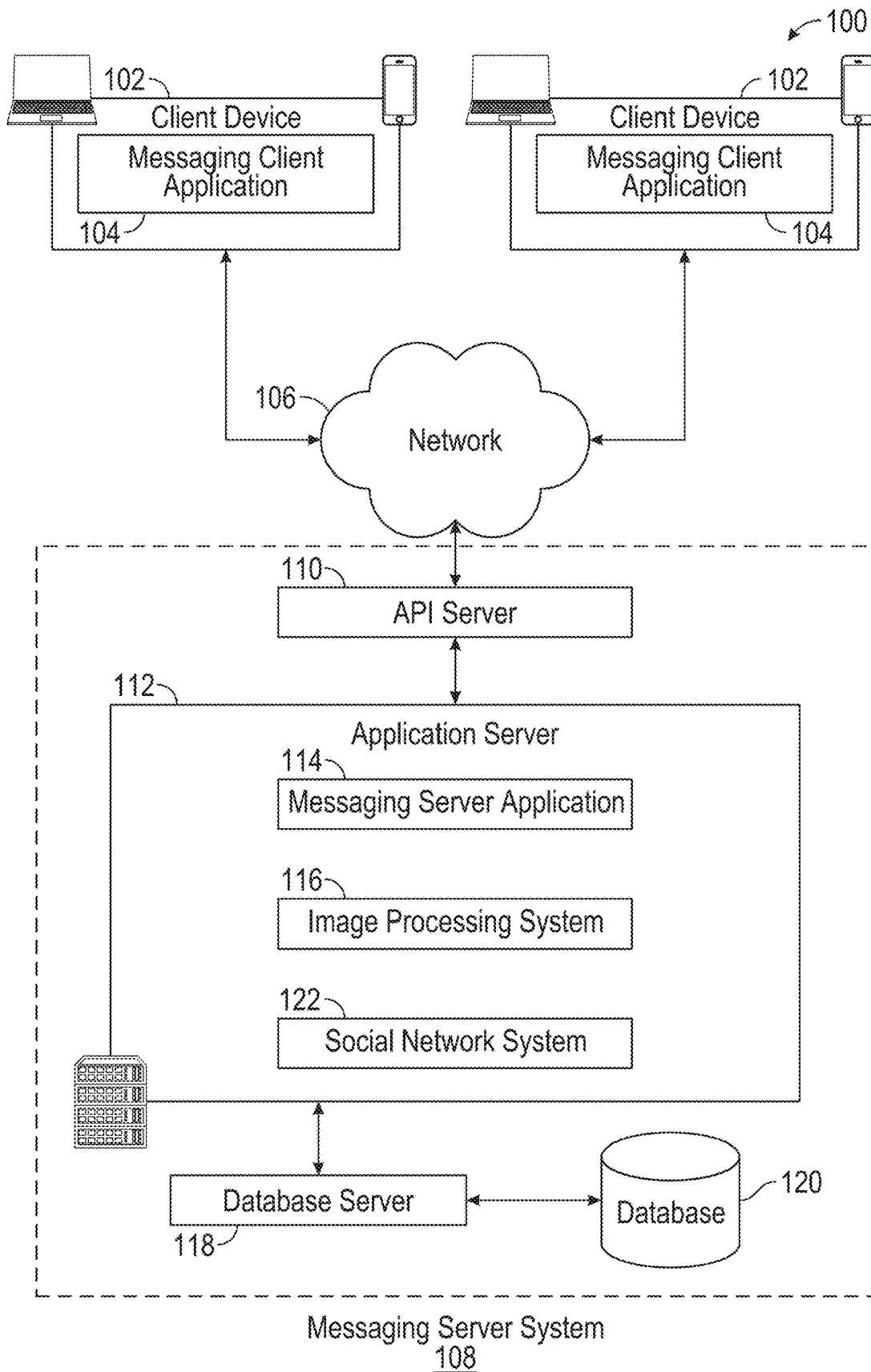


FIG. 1

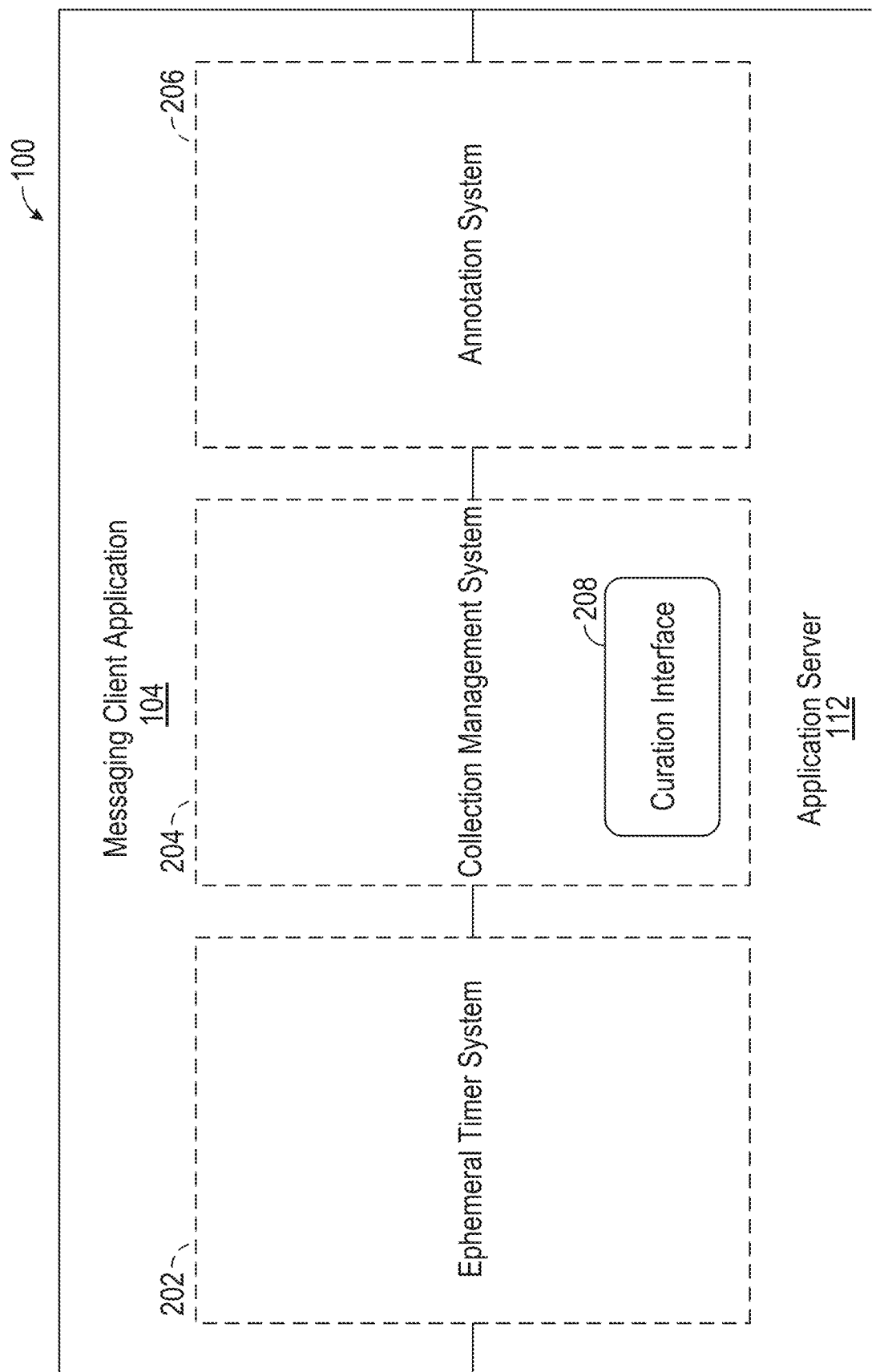


FIG. 2

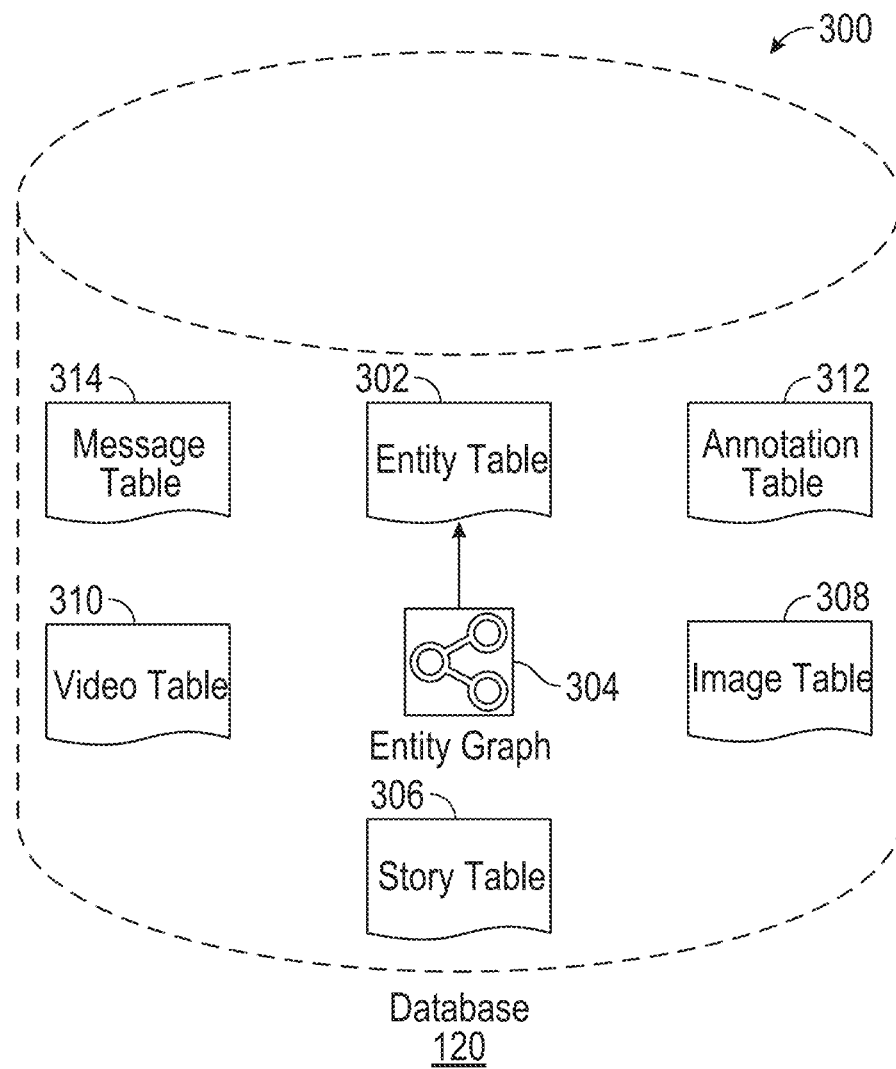


FIG. 3

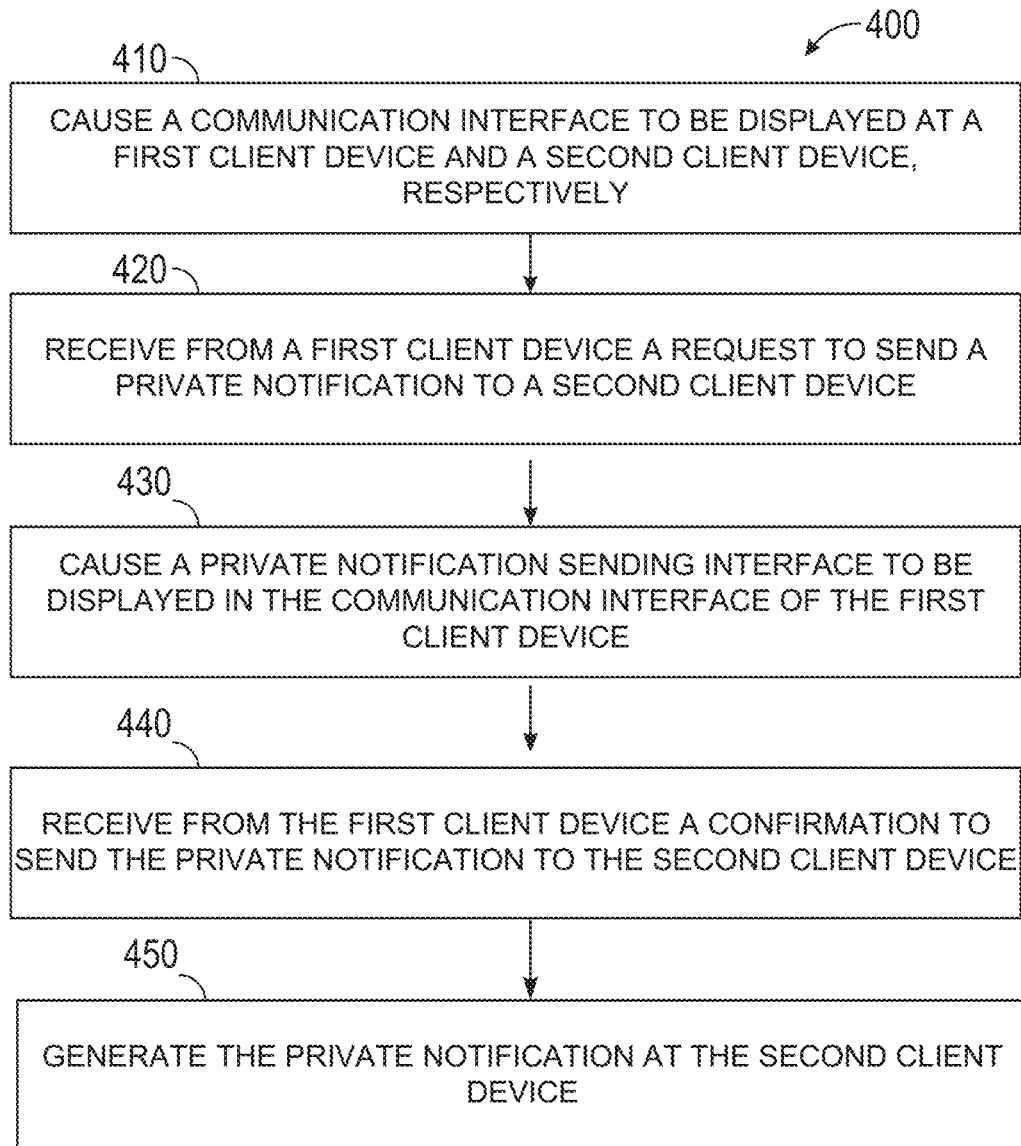


FIG. 4

FIG. 5A

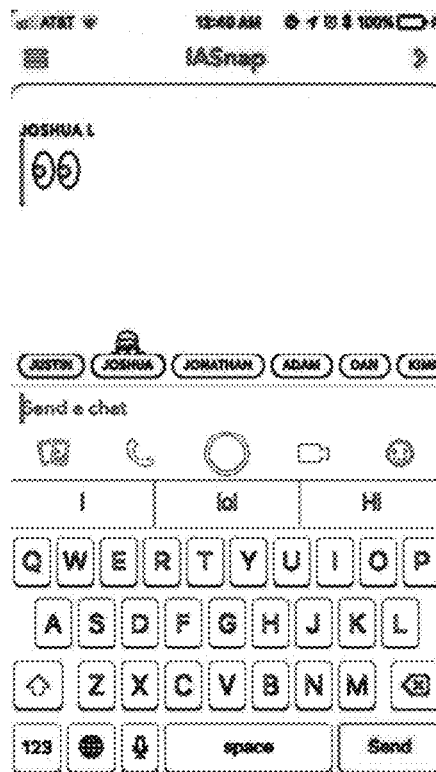


FIG. 5B

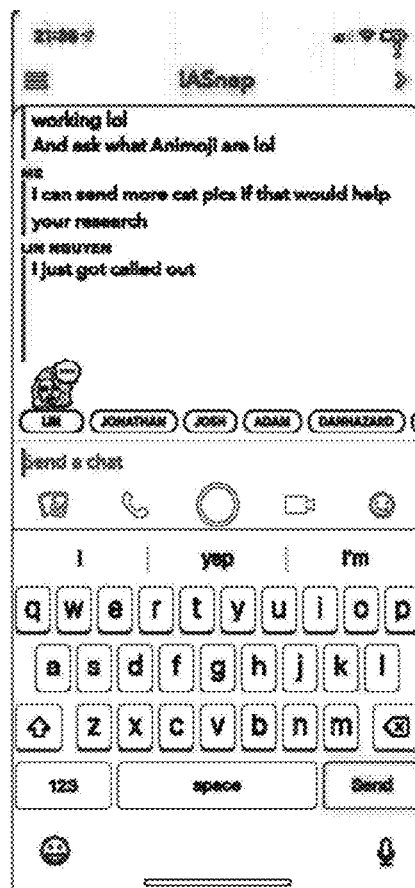




FIG. 5C



FIG. 5D

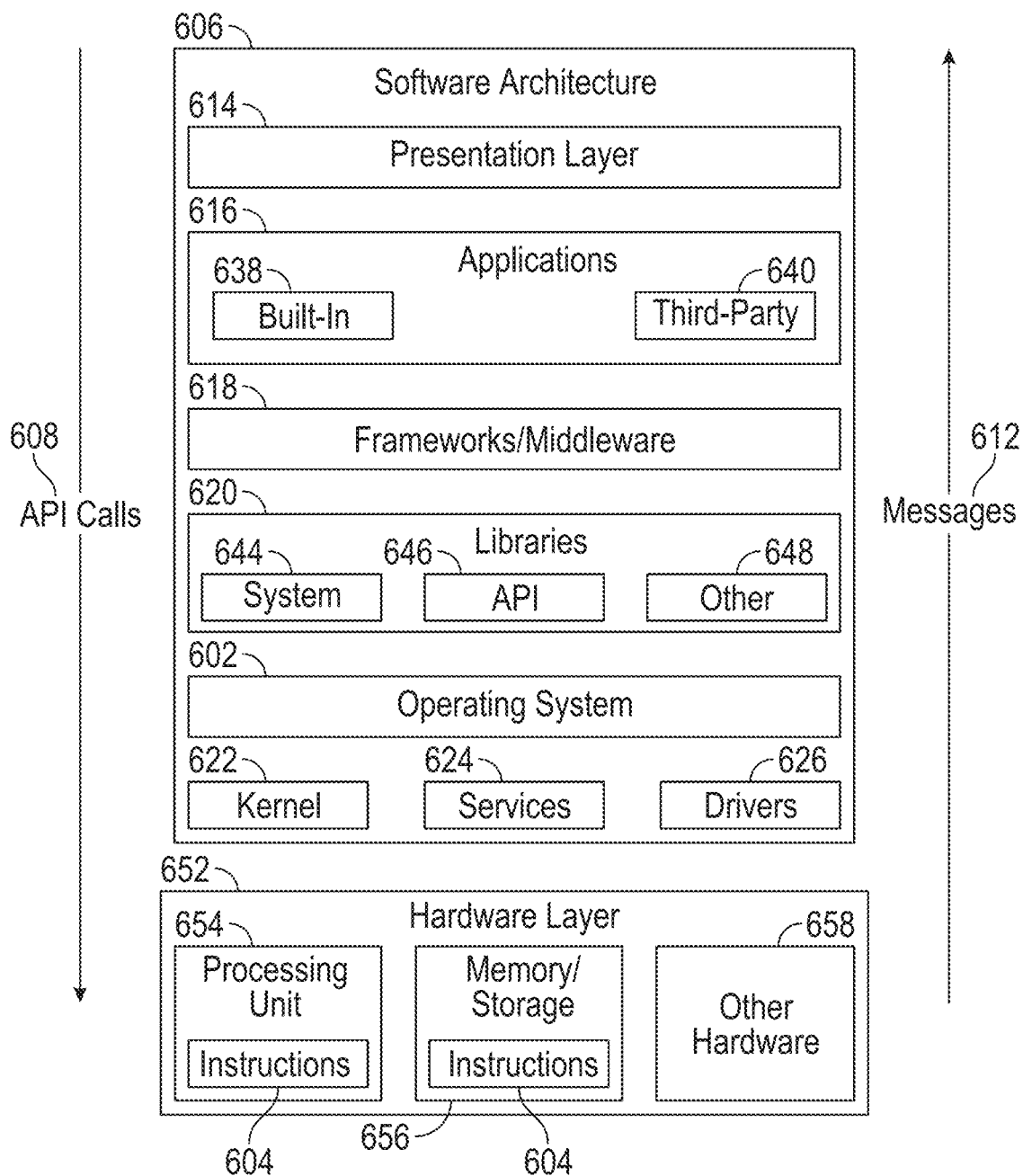


FIG. 6

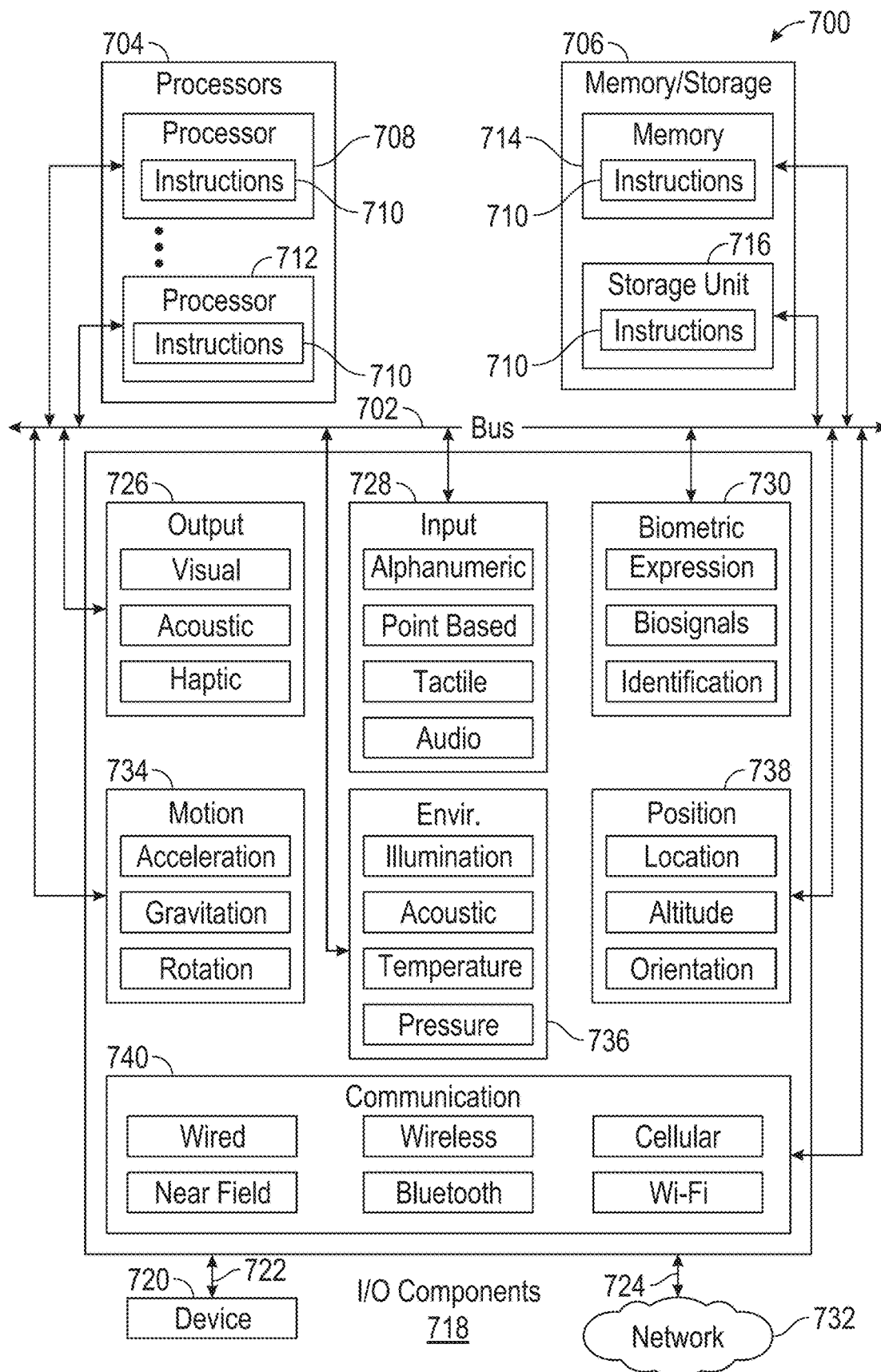


FIG. 7

SYSTEM AND METHOD OF GENERATING PRIVATE NOTIFICATIONS BETWEEN USERS IN A COMMUNICATION SESSION

CROSS REFERENCED TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 16/223,920, filed Dec. 18, 2018, which application claims priority to U.S. Provisional Patent Application Ser. No. 62/738,640, filed Sep. 28, 2018, the contents of which are incorporated herein by reference in their entirety.

BACKGROUND

The popularity of electronic messaging, particularly instant messaging, continues to grow. Users increasingly use customized avatars within electronic messages such as texts and emails reflecting a global demand to communicate more visually.

These customized avatars can be personalized by the users to represent the users in various applications, video games, messaging services, etc. Since the customized avatars can be generated in a different array of situations, displaying various emotions, or even be animated, the users are able to communicate their feelings more accurately in messages using the customized avatars.

BRIEF DESCRIPTION OF THE DRAWINGS

In the drawings, which are not necessarily drawn to scale, like numerals may describe similar components in different views. Like numerals having different letter suffixes may represent different instances of similar components. Some embodiments are illustrated by way of example, and not limitation, in the figures of the accompanying drawings in which:

FIG. 1 is a block diagram showing an example messaging system for exchanging data (e.g., messages and associated content) over a network.

FIG. 2 is block diagram illustrating further details regarding a messaging system, according to exemplary embodiments.

FIG. 3 is a schematic diagram illustrating data which may be stored in the database of the messaging server system, according to various exemplary embodiments.

FIG. 4 is an exemplary flow diagram of a process according to various aspects of the disclosure.

FIGS. 5A-5D are screenshots of exemplary communication interfaces according to various aspects of the disclosure.

FIG. 6 is a block diagram illustrating a representative software architecture, which may be used in conjunction with various hardware architectures herein described.

FIG. 7 is a block diagram illustrating components of a machine, according to some exemplary embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein.

DETAILED DESCRIPTION

The description that follows includes systems, methods, techniques, instruction sequences, and computing machine program products that embody illustrative embodiments of the disclosure. In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide an understanding of various embodiments

of the inventive subject matter. It will be evident, however, to those skilled in the art, that embodiments of the inventive subject matter may be practiced without these specific details. In general, well-known instruction instances, protocols, structures, and techniques are not necessarily shown in detail.

Among other things, embodiments of the present disclosure improve the functionality of electronic messaging software and systems by generating private notifications between users in a communication session. In one embodiment, the electronic messaging system hosts a communication session between two or more users. Each of the users can be represented by an avatar which appears a chat presence bar of the communication interface when the users are present in the communication session. A first user in the communication session may cause a private notification to be sent to a second user by selecting the second user's avatar that appears on the chat presence bar of the communication interface on the first user's device. The private notification may be, for example, a nudge that indicates to the second user that the first user reacted positively to the second user's comments in the communication session. In one embodiment, the nudge is like elbowing a friend and winking when something happens in real life. In response the first user sending the private notification, the system can cause the first user's avatar to appear on the chat presence bar that is displayed on the second user's device. In one embodiment, the first user's avatar may be animated to perform the nudge (e.g., elbowing, winking, displaying the word "nudge!", etc.). In response the first user sending the private notification, the system may also cause the second user's device to vibrate or generate a sound. The vibration or sound generated by the second user's device may also occur concurrently with the animation of the first user's avatar on the second user's device.

By generating private notifications that are not seen on the devices of other users that are involved in this communication session, the messaging system provides the users new way to communicate using the system. This private notification, such as a nudge, is a low-key way of communicating feelings within the messaging system that is private, in real-time, and not traceable. Since this functionality is available to users that are present in the communication session, the system is further improved in that it may increase the engagement of users with the system as well as increase the length of time the users maintain presence.

FIG. 1 is a block diagram showing an example messaging system **100** for exchanging data e.g., messages and associated content) over a network. The messaging system **100** includes multiple client devices **102**, each of which hosts a number of applications including a messaging client application **104**. Each messaging client application **104** is communicatively coupled to other instances of the messaging client application **104** and a messaging server system **108** via a network **106** (e.g., the Internet). As used herein, the term "client device" may refer to any machine that interfaces to a communications network (such as network **106**) to obtain resources from one or more server systems or other client devices. A client device may be, but is not limited to, a mobile phone, desktop computer, laptop, portable digital assistants (PDAs), smart phones, tablets, ultra books, netbooks, laptops, multi-processor systems, microprocessor-based or programmable consumer electronics, game consoles, set-top boxes, or any other communication device that a user may use to access a network.

In the example shown in FIG. 1, each messaging client application **104** is able to communicate and exchange data

with another messaging client application **104** and with the messaging server system **108** via the network **106**. The data exchanged between messaging client applications **104**, and between a messaging client application **104** and the messaging server system **108**, includes functions (e.g., commands to invoke functions) as well as payload data (e.g., text, audio, video or other multimedia data).

The network **106** may include, or operate in conjunction with, an ad hoc network, an intranet, an extranet, a virtual private network (VPN), a local area network (LAN), a wireless LAN (WLAN), a wide area network (WAN), a wireless WAN (WWAN), a metropolitan area network (MAN), the Internet, a portion of the Internet, a portion of the Public Switched Telephone Network (PSTN), a plain old telephone service (POTS) network, a cellular telephone network, a wireless network, a Wi-Fi® network, another type of network, or a combination of two or more such networks. For example, a network or a portion of a network may include a wireless or cellular network and the coupling may be a Code Division Multiple Access (CDMA) connection, a Global System for Mobile communications (GSM) connection, or other type of cellular or wireless coupling. In this example, the coupling may implement any of a variety of types of data transfer technology, such as Single Carrier Radio Transmission Technology (1×RTT), Evolution-Data Optimized (EVDO) technology, General Packet Radio Service (GPRS) technology, Enhanced Data rates for GSM Evolution (EDGE) technology, third Generation Partnership Project (3GPP) including 3G, fourth generation wireless (4G) networks, Universal Mobile Telecommunications System (UMTS), High Speed Packet Access (HSPA), Worldwide Interoperability for Microwave Access (WiMAX), Long Term Evolution (LTE) standard, others defined by various standard setting organizations, other long range protocols, or other data transfer technology.

The messaging server system **108** provides server-side functionality via the network **106** to a particular messaging client application **104**. While certain functions of the messaging system **100** are described herein as being performed by either a messaging client application **104** or by the messaging server system **108**, it will be appreciated that the location of certain functionality either within the messaging client application **104** or the messaging server system **108** is a design choice. For example, it may be technically preferable to initially deploy certain technology and functionality within the messaging server system **108**, but to later migrate this technology and functionality to the messaging client application **104** where a client device **102** has a sufficient processing capacity.

The messaging server system **108** supports various services and operations that are provided to the messaging client application **104**. Such operations include transmitting data to, receiving data from, and processing data generated by the messaging client application **104**. This data may include, message content, client device information, geolocation information, media annotation and overlays, message content persistence conditions, social network information, and live event information, as examples. Data exchanges within the messaging system **100** are invoked and controlled through functions available via user interfaces (UIs) of the messaging client application **104**.

Turning now specifically to the messaging server system **108**, an Application Program Interface (API) server **110** is coupled to, and provides a programmatic interface to, an application server **112**. The application server **112** is communicatively coupled to a database server **118**, which facili-

tates access to a database **120** in which is stored data associated with messages processed by the application server **112**.

Dealing specifically with the Application Program Interface (API) server **110**, this server receives and transmits message data (e.g., commands and message payloads) between the client device **102** and the application server **112**. Specifically, the Application Program Interface (API) server **110** provides a set of interfaces (e.g., routines and protocols) that can be called or queried by the messaging client application **104** in order to invoke functionality of the application server **112**. The Application Program Interface (API) server **110** exposes various functions supported by the application server **112**, including account registration, login functionality, the sending of messages, via the application server **112**, from a particular messaging client application **104** to another messaging client application **104**, the sending of media files (e.g., images or video) from a messaging client application **104** to the messaging server application **114**, and for possible access by another messaging client application **104**, the setting of a collection of media data (e.g., story), the retrieval of a list of friends of a user of a client device **102**, the retrieval of such collections, the retrieval of messages and content, the adding and deletion of friends to a social graph, the location of friends within a social graph, opening and application event (e.g., relating to the messaging client application **104**).

The application server **112** hosts a number of applications and subsystems, including a messaging server application **114**, an image processing system **116** and a social network system **122**. The messaging server application **114** implements a number of message processing technologies and functions, particularly related to the aggregation and other processing of content (e.g., textual and multimedia content including images and video clips) included in messages received from multiple instances of the messaging client application **104**. As will be described in further detail, the text and media content from multiple sources may be aggregated into collections of content (e.g., called stories or galleries). These collections are then made available, by the messaging server application **114**, to the messaging client application **104**. Other processor and memory intensive processing of data may also be performed server-side by the messaging server application **114**, in view of the hardware requirements for such processing.

The application server **112** also includes an image processing system **116** that is dedicated to performing various image processing operations, typically with respect to images or video received within the payload of a message at the messaging server application **114**.

The social network system **122** supports various social networking functions services, and makes these functions and services available to the messaging server application **114**. To this end, the social network system **122** maintains and accesses an entity graph **304** within the database **120**. Examples of functions and services supported by the social network system **122** include the identification of other users of the messaging system **100** with which a particular user has relationships or is “following”, and also the identification of other entities and interests of a particular user.

The application server **112** is communicatively coupled to a database server **118**, which facilitates access to a database **120** in which is stored data associated with messages processed by the messaging server application **114**.

Some embodiments may include one or more wearable devices, such as a pendant with an integrated camera that is integrated with, in communication with, or coupled to, a

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client device **102**. Any desired wearable device may be used in conjunction with the embodiments of the present disclosure, such as a watch, eyeglasses, goggles, a headset, a wristband, earbuds, clothing (such as a hat or jacket with integrated electronics, a clip-on electronic device, and/or

any other wearable devices. FIG. 2 is block diagram illustrating further details regarding the messaging system **100**, according to exemplary embodiments. Specifically, the messaging system **100** is shown to comprise the messaging client application **104** and the application server **112**, which in turn embody a number of some subsystems, namely an ephemeral timer system **202**, a collection management system **204** and an annotation system **206**.

The ephemeral timer system **202** is responsible for enforcing the temporary access to content permitted by the messaging client application **104** and the messaging server application **114**. To this end, the ephemeral timer system **202** incorporates a number of timers that, based on duration and display parameters associated with a message, or collection of messages (e.g., a story), selectively display and enable access to messages and associated content via the messaging client application **104**.

The collection management system **204** is responsible for managing collections of media (e.g., collections of text, image video and audio data). In some examples, a collection of content (e.g., messages, including images, video, text and audio) may be organized into an “event gallery” or an “event story.” Such a collection may be made available for a specified time period, such as the duration of an event to which the content relates. For example, content relating to a music concert may be made available as a “story” for the duration of that music concert. The collection management system **204** may also be responsible for publishing an icon that provides notification of the existence of a particular collection to the user interface of the messaging client application **104**.

The collection management system **204** furthermore includes a curation interface **208** that allows a collection manager to manage and curate a particular collection of content. For example, the curation interface **208** enables an event organizer to curate a collection of content relating to a specific event (e.g., delete inappropriate content or redundant messages). Additionally, the collection management system **204** employs machine vision (or image recognition technology) and content rules to automatically curate a content collection. In certain embodiments, compensation may be paid to a user for inclusion of user generated content into a collection. In such cases, the curation interface **208** operates to automatically make payments to such users for the use of their content.

The annotation system **206** provides various functions that enable a user to annotate or otherwise modify or edit media content associated with a message. For example, the annotation system **206** provides functions related to the generation and publishing of media overlays for messages processed by the messaging system **100**. The annotation system **206** operatively supplies a media overlay (e.g., a filter) to the messaging client application **104** based on a geolocation of the client device **102**. In another example, the annotation system **206** operatively supplies a media overlay to the messaging client application **104** based on other information, such as, social network information of the user of the client device **102**. A media overlay may include audio and visual content and visual effects. Examples of audio and visual content include pictures, texts, logos, animations, and sound effects. An example of a visual effect includes color

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overlying. The audio and visual content or the visual effects can be applied to a media content item (e.g., a photo) at the client device **102**. For example, the media overlay including text that can be overlaid on top of a photograph generated taken by the client device **102**. In another example, the media overlay includes an identification of a location overlay (e.g., Venice beach), a name of a live event, or a name of a merchant overlay (e.g., Beach Coffee House). In another example, the annotation system **206** uses the geolocation of the client device **102** to identify a media overlay that includes the name of a merchant at the geolocation of the client device **102**. The media overlay may include other indicia associated with the merchant. The media overlays may be stored in the database **120** and accessed through the database server **118**.

In one exemplary embodiment, the annotation system **206** provides a user-based publication platform that enables users to select a geolocation on a map, and upload content associated with the selected geolocation. The user may also specify circumstances under which a particular media overlay should be offered to other users. The annotation system **206** generates a media overlay that includes the uploaded content and associates the uploaded content with the selected geolocation.

In another exemplary embodiment, the annotation system **206** provides a merchant-based publication platform that enables merchants to select a particular media overlay associated with a geolocation via a bidding process. For example, the annotation system **206** associates the media overlay of a highest bidding merchant with a corresponding geolocation for a predefined amount of time.

FIG. 3 is a schematic diagram **300** illustrating data **300** which may be stored in the database **120** of the messaging server system **108**, according to certain exemplary embodiments. While the content of the database **120** is shown to comprise a number of tables, it will be appreciated that the data could be stored in other types of data structures (e.g., as an object-oriented database).

The database **120** includes message data stored within a message table **314**. The entity table **302** stores entity data, including an entity graph **304**. Entities for which records are maintained within the entity table **302** may include individuals, corporate entities, organizations, objects, places, events etc. Regardless of type, any entity regarding which the messaging server system **108** stores data may be a recognized entity. Each entity is provided with a unique identifier, as well as an entity type identifier (not shown).

The entity graph **304** furthermore stores information regarding relationships and associations between entities. Such relationships may be social, professional (e.g., work at a common corporation or organization) interested-based or activity-based, merely for example.

The database **120** also stores annotation data, in the example form of filters, in an annotation table **312**. Filters for which data is stored within the annotation table **312** are associated with and applied to videos (for which data is stored in a video table **310**) and/or images (for which data is stored in an image table **308**). Filters, in one example, are overlays that are displayed as overlaid on an image or video during presentation to a recipient user. Filters may be of various types, including a user-selected filters from a gallery of filters presented to a sending user by the messaging client application **104** when the sending user is composing a message. Other types of filters include geolocation filters (also known as geo-filters) which may be presented to a sending user based on geographic location. For example, geolocation filters specific to a neighborhood or special

location may be presented within a user interface by the messaging client application **104**, based on geolocation information determined by a GPS unit of the client device **102**. Another type of filter is a data filter, which may be selectively presented to a sending user by the messaging client application **104**, based on other inputs or information gathered by the client device **102** during the message creation process. Example of data filters include current temperature at a specific location, a current speed at which a sending user is traveling, battery life for a client device **102** or the current time.

Other annotation data that may be stored within the image table **308** is so-called “lens” data. A “lens” may be a real-time special effect and sound that may be added to an image or a video.

As mentioned above, the video table **310** stores video data which, in one embodiment, is associated with messages for which records are maintained within the message table **314**. Similarly, the image table **308** stores image data associated with messages for which message data is stored in the entity table **302**. The entity table **302** may associate various annotations from the annotation table **312** with various images and videos stored in the image table **308** and the video table **310**.

A story table **306** stores data regarding collections of messages and associated image, video or audio data, which are compiled into a collection (e.g., a story or a gallery). The creation of a particular collection may be initiated by a particular user (e.g. each user for which a record is maintained in the entity table **302**). A user may create a “personal story” in the form of a collection of content that has been created and sent/broadcast by that user. To this end, the user interface of the messaging client application **104** may include an icon that is user selectable to enable a sending user to add specific content to his or her personal story.

A collection may also constitute a “live story,” which is a collection of content from multiple users that is created manually, automatically or using a combination of manual and automatic techniques. For example, a “live story” may constitute a curated stream of user-submitted content from various locations and events. Users, whose client devices have location services enabled and are at a common location event at a particular time may, for example, be presented with an option, via a user interface of the messaging client application **104**, to contribute content to a particular live story. The live story may be identified to the user by the messaging client application **104**, based on his or her location. The end result is a “live story” told from a community perspective.

A further type of content collection is known as a “location story”, which enables a user whose client device **102** is located within a specific geographic location (e.g., on a college or university campus) to contribute to a particular collection. In some embodiments, a contribution to a location story may require a second degree of authentication to verify that the end user belongs to a specific organization or other entity (e.g., is a student on the university campus).

Embodiments of the present disclosure may generate and present customized images for use within electronic messages such as SMS or MMS texts and emails. The customized images may also be utilized in conjunction with the stories, filters, and ephemeral messaging functionality discussed herein.

FIG. 4 are exemplary flow diagrams of processes according to various aspects of the disclosure. Although the flowcharts may describe the operations as a sequential process, many of the operations can be performed in parallel or

concurrently. In addition, the order of the operations may be re-arranged. A process is terminated when its operations are completed. A process may correspond to a method, a procedure, etc. The steps of methods may be performed in whole or in part, may be performed in conjunction with some or all of the steps in other methods, and may be performed by any number of different systems, such as the systems described in FIG. 1 and/or FIG. 7.

FIG. 4 depicts an exemplary process of generating private notifications between users in a communication session according to various aspects of the present disclosure. In this example, method **400** starts, at Block **410**, with an application server of the messaging server system causing a communication interface for a communication session to be displayed at a first client device and at a second client device, respectively. The communication session can be between two or more client devices. An example of the communication interface being displayed at a first client device is shown in FIG. 5A and the communication interface being displayed at a second client device is shown in FIG. 5B.

As shown in FIGS. 5A-5B, the communication interface includes a chat presence bar that includes presence indicators associated with users of the client devices, respectively. In one embodiment, the presence indicators include the names of the users in the communication session. Referring to FIG. 5A-5B, the circle with the names are presence indicators and when a user is present in the communication chat, the presence indicator associated with the user may display a color. The presence indicators may display different colors for each user. In FIG. 5B, the user Lin is present in the communication session and her presence indicator is the colored circle marked “Lin.” In FIG. 5A, the users Justin and Joshua are present in the communication session and their presence indicators are the colored circle marked “Justin” and the colored circle marked “Joshua.” In FIG. 5A, the users Jonathan, Adam, Dan Hazard and Kimmy are not present in the communication session as their presence indicators are displayed as grayed out.

In one embodiment, when a user is present in the communication session, an avatar associated with the user may be displayed in the chat presence bar as a presence indicator for the user. Specifically, when the first user is present in the communication session, the first user’s presence indicator in the chat presence bar included in the communication interface displayed on the second client device includes the first user’s avatar. Similarly, when the second user is present in the communication session, the second user’s presence indicator in the chat presence bar included in the communication interface displayed on the first client device includes the second user’s avatar. For example, in FIG. 5A, the first user’s device (e.g., user Lin) displays the communication interface that includes the chat presence bar where the user Joshua is present. Joshua’s presence indicator includes his avatar crouched behind his username tab in FIG. 5A. In FIG. 5B, the second user’s device (e.g., user Justin) displays the communication interface that includes the chat presence bar where the user Lin is present. Lin’s presence indicator includes her avatar with thought bubbles in FIG. 5B. While FIGS. 5A-5B illustrate the tabs (e.g., circles) marked with usernames in addition to the avatars as presence indicators, it is understood that the presence indicators may include only the avatars or only the tabs with usernames.

In one embodiment, the application server can receive user identifiers associated with the users in the communication session and avatar characteristics associated with the

user identifiers, respectively. In some embodiments, the user identifier may be received from an input within an electronic message from a client device **102** (e.g., the user's client device **102**). For example, the user could input, via the user interface of the user's computing device, his or her name to generate the user's own customized avatar. Additionally or alternatively, the user identifier may be received based on information stored within the user's computing device. Any such identifier may be used, such as the user's full name or a username associated with the user. The user identifier may also be an identifier associated with the user's computing device, such as a Unique Device Identifier (UDID) or Identifier for Advertising (IDFA).

As used herein, an "avatar" of a user is any visual representation of user. The avatar of a user or individual may be any image resembling or otherwise associated with the user or individual. The avatar of a user may be based on characteristics derived from images of the user in conjunction with the avatar characteristics identified from the user's relationships with other users. Alternatively or additionally, the user may select and customize characteristics of the user's avatar via the user's computing device (i.e., customized avatar characteristics). Such customized avatar characteristics may include, for example, the user's bodily features (e.g., muscular, thin, etc.), facial features, clothing and accessories, text displayed in conjunction with the avatar, and images displayed in conjunction with the avatar. The avatar characteristics may be received or retrieved from a variety of sources, such as the local memory of a client device **102** as well as from other systems and devices, such as a database or server.

Referring back to FIG. 4, at Block **420**, the application server receives from the first client device a request to send a private notification to the second client device. In one embodiment, the request to send the private notification to the second client device is received when the first client device detects a selection of the presence indicator associated with the user of the second client device. For example, in FIG. 5A, the first user Lin may select the tab or the avatar of a second user (e.g., Justin's username tab, Joshua's username tab, or Joshua's avatar) that is present in the communication session and appears on the chat presence bar as displayed on Lin's client device.

At Block **430**, the application server causes a private notification sending interface to be displayed in the communication interface of the first client device. The private notification sending interface can include the second avatar that performs an animation. In one embodiment, while the user Lin holds (or maintains) her selection of the user Joshua's avatar in FIG. 5A, the application server may cause the user Joshua's avatar to be animated. For example, the user Joshua's avatar may slowly move up from behind his username tab and expand in size.

At Block **440**, the application server receives from the first client device a confirmation to send the private notification to the second client device. In one embodiment, the confirmation to send the private notification from the first client device is received when the first client device detects a selection of the second avatar displayed on the first client device that exceeds a predetermined time threshold. For example, when the user Lin holds her selection of Joshua's avatar in FIG. 5A for a period of time that exceeds the predetermined time threshold (e.g., 0.5 seconds), the first client device sends the confirmation to the application server. If the selection is not held for more than the predetermined time threshold, the second user's avatar is animated to return to its original position and the private

notification is not sent. The screenshot in FIG. 5C illustrates a second user's avatar that is included in a chat presence bar displayed on a first user's device in accordance to one embodiment. When a first user holds the selection of the second user's avatar for a period of time that exceeds the predetermined time threshold, the second user's avatar's final animation position providing feedback to the first user that the private notification is sent is shown in FIG. 5C. In one embodiment, the animation of the second user's avatar includes text appearing in association with the second user's avatar. For example, the text may be "Nudge!". As further feedback that the private notification is sent, the application server may cause the first client device to vibrate or generate a sound. The vibration and/or sound may be generated concurrently with the animation of the second user's avatar in the communication interface. After a predetermined time period, the second user's avatar may animate to return to its original (default) position. In one embodiment, if the second user leaves the communication session (e.g., no longer present) before the private notification is sent from the first user's client device, the second user's avatar disappears from the chat presence bar and the private notification is cancelled.

At Block **450**, the application server generates the private notification at the second client device. In one embodiment, generating the private notification at the second client device includes causing the first avatar displayed on the second client device to perform an animation. For example, the screenshot in FIG. 5D, illustrates a first user's avatar that is included in a chat presence bar displayed on a second user's device. The first user's avatar in FIG. 5D may be animated to pop up from behind the chat presence bar in the communication interface, perform an elbowing motion, and wink. In one embodiment, the animation of the first user's avatar includes text appearing in association with the first user's avatar. For example, the text may be "Nudge!". After a predetermined time period, the first user's avatar may animate to return to its original (default) position. In one embodiment, generating the private notification at the second client device includes causing the second client device to vibrate or generate a sound. The vibration and/or sound may be generated concurrently with the animation of the first user's avatar in the communication interface. In one embodiment, the application server can cause the second client device to vibrate and/or generate a sound a subsequent time when the application server receives a reinforcement request from the first client device. A reinforcement request is received when the first user sends a subsequent private notification within a predetermined time period from having sent the confirmation at Block **440**. In response to a reinforcement request, the second client device may cause the first avatar to perform a different animation. In one embodiment, if the second user leaves the communication session (e.g., no longer present) after the private notification is sent from the first user's client device, the private notification is cancelled, and the application server will not generate the private notification at the second client device.

Software Architecture

FIG. 6 is a block diagram illustrating an example software architecture **606**, which may be used in conjunction with various hardware architectures herein described. FIG. 6 is a non-limiting example of a software architecture and it will be appreciated that many other architectures may be implemented to facilitate the functionality described herein. The software architecture **606** may execute on hardware such as machine **700** of FIG. 7 that includes, among other things, processors **704**, memory **714**, and I/O components **718**. A

representative hardware layer 652 is illustrated and can represent, for example, the machine 700 of FIG. 7. The representative hardware layer 652 includes a processing unit 654 having associated executable instructions 604. Executable instructions 604 represent the executable instructions of the software architecture 606, including implementation of the methods, components and so forth described herein. The hardware layer 652 also includes memory and/or storage modules memory/storage 656, which also have executable instructions 604. The hardware layer 652 may also comprise other hardware 658.

As used herein, the term “component” may refer to a device, physical entity or logic having boundaries defined by function or subroutine calls, branch points, application program interfaces (APIs), and/or other technologies that provide for the partitioning or modularization of particular processing or control functions. Components may be combined via their interfaces with other components to carry out a machine process. A component may be a packaged functional hardware unit designed for use with other components and a part of a program that usually performs a particular function of related functions.

Components may constitute either software components (e.g., code embodied on a machine-readable medium) or hardware components. A “hardware component” is a tangible unit capable of performing certain operations and may be configured or arranged in a certain physical manner. In various exemplary embodiments, one or more computer systems (e.g., a standalone computer system, a client computer system, or a server computer system) or one or more hardware components of a computer system (e.g., a processor or a group of processors) may be configured by software (e.g., an application or application portion) as a hardware component that operates to perform certain operations as described herein. A hardware component may also be implemented mechanically, electronically, or any suitable combination thereof. For example, a hardware component may include dedicated circuitry or logic that is permanently configured to perform certain operations.

A hardware component may be a special-purpose processor, such as a Field-Programmable Gate Array (FPGA) or an Application Specific Integrated Circuit (ASIC). A hardware component may also include programmable logic or circuitry that is temporarily configured by software to perform certain operations. For example, a hardware component may include software executed by a general-purpose processor or other programmable processor. Once configured by such software, hardware components become specific machines (or specific components of a machine) uniquely tailored to perform the configured functions and are no longer general-purpose processors. It will be appreciated that the decision to implement a hardware component mechanically, in dedicated and permanently configured circuitry, or in temporarily configured circuitry (e.g., configured by software) may be driven by cost and time considerations.

A processor may be, or in include, any circuit or virtual circuit (a physical circuit emulated by logic executing on an actual processor) that manipulates data values according to control signals (e.g., “commands”, “op codes”, “machine code”, etc.) and which produces corresponding output signals that are applied to operate a machine. A processor may, for example, be a Central Processing Unit (CPU), a Reduced Instruction Set Computing (RISC) processor, a Complex Instruction Set Computing (CISC) processor, a Graphics Processing Unit (GPU), a Digital Signal Processor (DSP), an Application Specific Integrated Circuit (ASIC), a Radio-Frequency Integrated Circuit (RTIC) or any combination

thereof. A processor may further be a multi-core processor having two or more independent processors (sometimes referred to as “cores”) that may execute instructions contemporaneously.

Accordingly, the phrase “hardware component” (or “hardware-implemented component”) should be understood to encompass a tangible entity, be that an entity that is physically constructed, permanently configured (e.g., hardwired), or temporarily configured (e.g., programmed) to operate in a certain manner or to perform certain operations described herein. Considering embodiments in which hardware components are temporarily configured (e.g., programmed), each of the hardware components need not be configured or instantiated at any one instance in time. For example, where a hardware component comprises a general-purpose processor configured by software to become a special-purpose processor, the general-purpose processor may be configured as respectively different special-purpose processors (e.g., comprising different hardware components) at different times. Software accordingly configures a particular processor or processors, for example, to constitute a particular hardware component at one instance of time and to constitute a different hardware component at a different instance of time. Hardware components can provide information to, and receive information from, other hardware components. Accordingly, the described hardware components may be regarded as being communicatively coupled. Where multiple hardware components exist contemporaneously, communications may be achieved through signal transmission (e.g., over appropriate circuits and buses) between or among two or more of the hardware components. In embodiments in which multiple hardware components are configured or instantiated at different times, communications between such hardware components may be achieved, for example, through the storage and retrieval of information in memory structures to which the multiple hardware components have access.

For example, one hardware component may perform an operation and store the output of that operation in a memory device to which it is communicatively coupled. A further hardware component may then, at a later time, access the memory device to retrieve and process the stored output. Hardware components may also initiate communications with input or output devices, and can operate on a resource (e.g., a collection of information). The various operations of example methods described herein may be performed, at least partially, by one or more processors that are temporarily configured (e.g., by software) or permanently configured to perform the relevant operations. Whether temporarily or permanently configured, such processors may constitute processor-implemented components that operate to perform one or more operations or functions described herein. As used herein, “processor-implemented component” refers to a hardware component implemented using one or more processors. Similarly, the methods described herein may be at least partially processor-implemented, with a particular processor or processors being an example of hardware. For example, at least some of the operations of a method may be performed by one or more processors or processor-implemented components.

Moreover, the one or more processors may also operate to support performance of the relevant operations in a “cloud computing” environment or as a “software as a service” (SaaS). For example, at least some of the operations may be performed by a group of computers (as examples of machines including processors), with these operations being accessible via a network (e.g., the Internet) and via one or

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more appropriate interfaces (e.g., an Application Program Interface (API)). The performance of certain of the operations may be distributed among the processors, not only residing within a single machine, but deployed across a number of machines. In some exemplary embodiments, the processors or processor-implemented components may be located in a single geographic location (e.g., within a home environment, an office environment, or a server farm). In other exemplary embodiments, the processors or processor-implemented components may be distributed across a number of geographic locations.

In the exemplary architecture of FIG. 6, the software architecture 606 may be conceptualized as a stack of layers where each layer provides particular functionality. For example, the software architecture 606 may include layers such as an operating system 602, libraries 620, applications 616 and a presentation layer 614. Operationally, the applications 616 and/or other components within the layers may invoke application programming interface (API) API calls 608 through the software stack and receive messages 612 in response to the API calls 608. The layers illustrated are representative in nature and not all software architectures have all layers. For example, some mobile or special purpose operating systems may not provide a frameworks/middleware 618, while others may provide such a layer. Other software architectures may include additional or different layers.

The operating system 602 may manage hardware resources and provide common services. The operating system 602 may include, for example, a kernel 622, services 624 and drivers 626. The kernel 622 may act as an abstraction layer between the hardware and the other software layers. For example, the kernel 622 may be responsible for memory management, processor management (e.g., scheduling), component management, networking, security settings, and so on. The services 624 may provide other common services for the other software layers. The drivers 626 are responsible for controlling or interfacing with the underlying hardware. For instance, the drivers 626 include display drivers, camera drivers, Bluetooth® drivers, flash memory drivers, serial communication drivers (e.g., Universal Serial Bus (USB) drivers), Wi-Fi drivers, audio drivers, power management drivers, and so forth depending on the hardware configuration.

The libraries 620 provide a common infrastructure that is used by the applications 616 and/or other components and/or layers. The libraries 620 provide functionality that allows other software components to perform tasks in an easier fashion than to interface directly with the underlying operating system 602 functionality (e.g., kernel 622, services 624 and/or drivers 626). The libraries 620 may include system libraries 644 (e.g., C standard library) that may provide functions such as memory allocation functions, string manipulation functions, mathematical functions, and the like. In addition, the libraries 620 may include API libraries 646 such as media libraries (e.g., libraries to support presentation and manipulation of various media format such as MPREG4, H.264, MP3, AAC, AMR, ipci, PNG), graphics libraries (e.g., an OpenGL framework that may be used to render 2D and 3D in a graphic content on a display), database libraries (e.g., SQLite that may provide various relational database functions), web libraries (e.g., WebKit that may provide web browsing functionality), and the like. The libraries 620 may also include a wide variety of other libraries 648 to provide many other APIs to the applications 616 and other software components/modules.

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The frameworks/middleware 618 (also sometimes referred to as middleware) provide a higher-level common infrastructure that may be used by the applications 616 and/or other software components/modules. For example, the frameworks/middleware 618 may provide various graphic user interface (GUI) functions, high-level resource management, high-level location services, and so forth. The frameworks/middleware 618 may provide a broad spectrum of other APIs that may be utilized by the applications 616 and/or other software components/modules, some of which may be specific to a particular operating system 602 or platform.

The applications 616 include built-in applications 638 and/or third-party applications 640. Examples of representative built-in applications 638 may include, but are not limited to, a contacts application, a browser application, a book reader application, a location application, a media application, a messaging application, and/or a game application. Third-party applications 640 may include an application developed using the ANDROID™ or IOS™ software development kit (SDK) by an entity other than the vendor of the particular platform, and may be mobile software running on a mobile operating system such as IOS™, ANDROID™, WINDOWS® Phone, or other mobile operating systems. The third-party applications 640 may invoke the API calls 608 provided by the mobile operating system (such as operating system 602) to facilitate functionality described herein.

The applications 616 may use built in operating system functions (e.g., kernel 622, services 624 and/or drivers 626), libraries 620, and frameworks/middleware 618 to create user interfaces to interact with users of the system. Alternatively, or additionally, in some systems interactions with a user may occur through a presentation layer, such as presentation layer 614. In these systems, the application/component “logic” can be separated from the aspects of the application/component that interact with a user.

FIG. 7 is a block diagram illustrating components (also referred to herein as “modules”) of a machine 700, according to some exemplary embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein. Specifically, FIG. 7 shows a diagrammatic representation of the machine 700 in the example form of a computer system, within which instructions 710 (e.g., software, a program, an application, an applet, an app, or other executable code) for causing the machine 700 to perform any one or more of the methodologies discussed herein may be executed. As such, the instructions 710 may be used to implement modules or components described herein. The instructions 710 transform the general, non-programmed machine 700 into a particular machine 700 programmed to carry out the described and illustrated functions in the manner described. In alternative embodiments, the machine 700 operates as a standalone device or may be coupled (e.g., networked) to other machines. In a networked deployment, the machine 700 may operate in the capacity of a server machine or a client machine in a server-client network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. The machine 700 may comprise, but not be limited to, a server computer, a client computer, a personal computer (PC), a tablet computer, a laptop computer, a netbook, a set-top box (STB), a personal digital assistant (PDA), an entertainment media system, a cellular telephone, a smart phone, a mobile device, a wearable device (e.g., a smart watch), a smart home device (e.g., a smart appliance),

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other smart devices, a web appliance, a network router, a network switch, a network bridge, or any machine capable of executing the instructions **710**, sequentially or otherwise, that specify actions to be taken by machine **700**. Further, while only a single machine **700** is illustrated, the term “machine” shall also be taken to include a collection of machines that individually or jointly execute the instructions **710** to perform any one or more of the methodologies discussed herein.

The machine **700** may include processors **704**, memory memory/storage **706**, and I/O components **718**, which may be configured to communicate with each other such as via a bus **702**. The memory/storage **706** may include a memory **714**, such as a main memory, or other memory storage, and a storage unit **716**, both accessible to the processors **704** such as via the bus **702**. The storage unit **716** and memory **714** store the instructions **710** embodying any one or more of the methodologies or functions described herein. The instructions **710** may also reside, completely or partially, within the memory **714**, within the storage unit **716**, within at least one of the processors **704** (e.g., within the processor's cache memory), or any suitable combination thereof, during execution thereof by the machine **700**. Accordingly, the memory **714**, the storage unit **716**, and the memory of processors **704** are examples of machine-readable media.

As used herein, the term “machine-readable medium,” “computer-readable medium,” or the like may refer to any component, device or other tangible media able to store instructions and data temporarily or permanently. Examples of such media may include, but is not limited to, random-access memory (RAM), read-only memory (RO), buffer memory, flash memory, optical media, magnetic media, cache memory, other types of storage (e.g., Erasable Programmable Read-Only Memory (EEPROM)) and/or any suitable combination thereof. The term “machine-readable medium” should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, or associated caches and servers) able to store instructions. The term “machine-readable medium” may also be taken to include any medium, or combination of multiple media, that is capable of storing instructions (e.g., code) for execution by a machine, such that the instructions, when executed by one or more processors of the machine, cause the machine to perform any one or more of the methodologies described herein. Accordingly, a “machine-readable medium” may refer to a single storage apparatus or device, as well as “cloud-based” storage systems or storage networks that include multiple storage apparatus or devices. The term “machine-readable medium” excludes signals per se.

The I/O components **718** may include a wide variety of components to provide a user interface for receiving input, providing output, producing output, transmitting information, exchanging information, capturing measurements, and so on. The specific I/O components **718** that are included in the user interface of a particular machine **700** will depend on the type of machine. For example, portable machines such as mobile phones will likely include a touch input device or other such input mechanisms, while a headless server machine will likely not include such a touch input device. It will be appreciated that the I/O components **718** may include many other components that are not shown in FIG. 7. The I/O components **718** are grouped according to functionality merely for simplifying the following discussion and the grouping is in no way limiting. In various exemplary embodiments, the I/O components **718** may include output components **726** and input components **728**. The output components **726** may include visual components (e.g., a

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display such as a plasma display panel (PDP), a light emitting diode (LED) display, a liquid crystal display (LCD), a projector, or a cathode ray tube (CRT)), acoustic components (e.g., speakers), haptic components (e.g., a vibratory motor, resistance mechanisms), other signal generators, and so forth. The input components **728** may include alphanumeric input components (e.g., a keyboard, a touch screen configured to receive alphanumeric input, a photo-optical keyboard, or other alphanumeric input components), point based input components (e.g., a mouse, a touchpad, a trackball, a joystick, a motion sensor, or other pointing instrument), tactile input components (e.g., a physical button, a touch screen that provides location and/or force of touches or touch gestures, or other tactile input components), audio input components (e.g., a microphone), and the like. The input components **728** may also include one or more image-capturing devices, such as a digital camera for generating digital images and/or video.

In further exemplary embodiments, the I/O components **718** may include biometric components **730**, motion components **734**, environmental environment components **736**, or position components **738**, as well as a wide array of other components. One or more of such components (or portions thereof) may collectively be referred to herein as a “sensor component” or “sensor” for collecting various data related to the machine **700**, the environment of the machine **700**, a user of the machine **700**, or a combinations thereof.

For example, the biometric components **730** may include components to detect expressions (e.g., hand expressions, facial expressions, vocal expressions, body gestures, or eye tracking), measure biosignals (e.g., blood pressure, heart rate, body temperature, perspiration, or brain waves), identify a person (e.g., voice identification, retinal identification, facial identification, fingerprint identification, or electroencephalogram based identification), and the like. The motion components **734** may include acceleration sensor components (e.g., accelerometer), gravitation sensor components, rotation sensor components (e.g., gyroscope), and so forth. The environment components **736** may include, for example, illumination sensor components (e.g., photometer), temperature sensor components (e.g., one or more thermometer that detect ambient temperature), humidity sensor components, pressure sensor components (e.g., barometer), acoustic sensor components (e.g., one or more microphones that detect background noise), proximity sensor components (e.g., infrared sensors that detect nearby objects), gas sensors (e.g., gas detection sensors to detection concentrations of hazardous gases for safety or to measure pollutants in the atmosphere), or other components that may provide indications, measurements, or signals corresponding to a surrounding physical environment. The position components **738** may include location sensor components (e.g., a Global Position system (GPS) receiver component), altitude sensor components (e.g., altimeters or barometers that detect air pressure from which altitude may be derived), orientation sensor components (e.g., magnetometers), and the like. For example, the location sensor component may provide location information associated with the system **700**, such as the system's **700** GPS coordinates and/or information regarding a location the system **700** is at currently (e.g., the name of a restaurant or other business).

Communication may be implemented using a wide variety of technologies. The I/O components **718** may include communication components **740** operable to couple the machine **700** to a network **732** or devices **720** via coupling **722** and coupling **724** respectively. For example, the communication components **740** may include a network inter-

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face component or other suitable device to interface with the network 732. In further examples, communication components 740 may include wired communication components, wireless communication components, cellular communication components, Near Field Communication (NFC) components, Bluetooth® components (e.g., Bluetooth® Low Energy), Wi-Fi® components, and other communication components to provide communication via other modalities. The devices 720 may be another machine or any of a wide variety of peripheral devices (e.g., a peripheral device coupled via a Universal Serial Bus (USB)).

Moreover, the communication components 740 may detect identifiers or include components operable to detect identifiers. For example, the communication components 740 may include Radio Frequency Identification (RFID) tag reader components, NFC smart tag detection components, optical reader components (e.g., an optical sensor to detect one-dimensional bar codes such as Universal Product Code (UPC) bar code, multi-dimensional bar codes such as Quick Response (QR) code, Aztec code, Data Matrix, Dataglyph, MaxiCode, PDF417, Ultra Code, UCC RSS-2D bar code, and other optical codes), or acoustic detection components (e.g., microphones to identify tagged audio signals). In addition, a variety of information may be derived via the communication components 740, such as, location via Internet Protocol (IP) geo-location, location via Wi-Fi® signal triangulation, location via detecting a NIT beacon signal that may indicate a particular location, and so forth.

Where a phrase similar to “at least one of A, B, or C,” “at least one of A, B, and C,” “one or more A, B, or C,” or “one or more of A, B, and C” is used, it is intended that the phrase be interpreted to mean that A alone may be present in an embodiment, B alone may be present in an embodiment, C alone may be present in an embodiment, or that any combination of the elements A, B and C may be present in a single embodiment; for example, A and B, A and C, B and C, or A and B and C.

Changes and modifications may be made to the disclosed embodiments without departing from the scope of the present disclosure. These and other changes or modifications are intended to be included within the scope of the present disclosure, as expressed in the following claims.

What is claimed is:

1. A system comprising:

a processor;

a memory having instructions stored thereon, when executed by the processor, causes the system to perform operations comprising:

causing a communication interface for a group chat communication session to be displayed by a plurality of client devices including a first client device, a second client device, and a third client device,

wherein the group chat communication session includes a plurality of users including a first user associated with the first client device, a second user associated with the second client device, and a third user associated with the third client device,

wherein each of the plurality of users sends messages to and receives messages from the plurality of users via the communication interface displayed on the respective client devices,

wherein the first user, the second user, and the third user are present in the group chat communication session; receiving from the first client device a request to send a private notification to the second client device in the group chat communication session, wherein the request to send the private notification comprises a request to

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cause a first avatar to perform an animation in the communication interface on the second client device and a request to cause the first avatar to not perform the animation in the communication interface on the third client device; and

in response to receiving, from the first client device, the request to send the private notification to the second client device, generating the private notification, wherein generating the private notification includes causing the first avatar to perform the animation in the communication interface on the second client device, and

causing the first avatar to not perform the animation in the communication interface on the third client device, wherein the first avatar is associated with the first user.

2. The system of claim 1, wherein the communication interface includes a chat presence bar that includes a plurality of presence indicators associated with the first user, the second user, and the third user.

3. The system of claim 2, wherein

when the first user is present in the group chat communication session, causing the first avatar to be displayed with the presence indicator associated with the first user in the chat presence bar included in the communication interface displayed on the second client device and the communication interface displayed on the third client device,

when the second user is present in the group chat communication session, causing a second avatar to be displayed with the presence indicator associated with the second user in the chat presence bar included in the communication interface displayed on the first client device and the communication interface displayed on the third client device, wherein the second avatar is associated with the second user, and

when the third user is present in the group chat communication session, causing a third avatar to be displayed with the presence indicator associated with the third user in the chat presence bar included in the communication interface displayed on the first client device and the communication interface displayed on the second client device, the third avatar associated with the third user of the third client device.

4. The system of claim 3, wherein the request to send the private notification to the second client device is received when the first client device detects a selection of the presence indicator associated with the second user.

5. The system of claim 3, wherein the request to send the private notification from the first client device is received when the first client device detects a selection of the second avatar displayed on the first client device that exceeds a predetermined time threshold.

6. The system of claim 5, further comprising causing the second avatar displayed on the first client device to perform an acknowledgment animation.

7. The system of claim 3, wherein generating the private notification at the second client device further comprises: causing the first avatar displayed on the second client device to perform the animation, wherein the animation comprises the first avatar winking, nudging, or moving in relation with the presence indicator.

8. The system of claim 1, wherein generating the private notification at the second client device further comprises: causing the second client device to vibrate or generate a sound.

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9. A method comprising:
 causing a communication interface for a group chat communication session to be displayed by a plurality of client devices including a first client device, a second client device, and a third client device,
 wherein the group chat communication session includes a plurality of users including a first user associated with the first client device, a second user associated with the second client device, and a third user associated with the third client device,
 wherein each of the plurality of users sends messages to and receives messages from the plurality of users via the communication interface displayed on the respective client devices,
 wherein the first user, the second user, and the third user are present in the group chat communication session;
 receiving from the first client device a request to send a private notification to the second client device in the group chat communication session, wherein the request to send the private notification comprises a request to cause a first avatar to perform an animation in the communication interface on the second client device and a request to cause the first avatar to not perform the animation in the communication interface on the third client device; and
 in response to receiving, from the first client device, the request to send the private notification to the second client device, generating the private notification, wherein generating the private notification includes causing the first avatar to perform the animation in the communication interface on the second client device, and causing the first avatar to not perform the animation in the communication interface on the third client device, wherein the first avatar is associated with the first user.

10. The method of claim 9, wherein the communication interface includes a chat presence bar that includes a plurality of presence indicators associated with the first user, the second user, and the third user.

11. The method of claim 10, wherein,
 when the first user is present in the group chat communication session, causing the first avatar to be displayed with the presence indicator associated with the first user in the chat presence bar included in the communication interface displayed on the second client device and the communication interface displayed on the third client device,
 when the second user is present in the group chat communication session, causing a second avatar to be displayed with the presence indicator associated with the second user in the chat presence bar included in the communication interface displayed on the first client device and the communication interface displayed on the third client device, wherein the second avatar is associated with the second user, and
 when the third user is present in the group chat communication session, causing a third avatar to be displayed with the presence indicator associated with the third user in the chat presence bar included in the communication interface displayed on the first client device and the communication interface displayed on the second client device, the third avatar associated with the third user of the third client device.

12. The method of claim 11, wherein the request to send the private notification to the second client device is received when the first client device detects a selection of the presence indicator associated with the second user.

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13. The method of claim 11, wherein the request to send the private notification from the first client device is received when the first client device detects a selection of the second avatar displayed on the first client device that exceeds a predetermined time threshold.

14. The method of claim 13, further comprising:
 causing the second avatar displayed on the first client device to perform an acknowledgment animation.

15. The method of claim 11, wherein generating the private notification at the second client device further comprises:
 causing the first avatar displayed on the second client device to perform the animation, wherein the animation comprises the first avatar winking, nudging, or moving in relation with the presence indicator.

16. The method of claim 9, wherein generating the private notification at the second client device further comprises:
 causing the second client device to vibrate or generate a sound.

17. A non-transitory computer-readable storage medium having stored thereon, instructions when executed by a processor, causes the processor to perform operations comprising:
 causing a communication interface for a group chat communication session to be displayed by a plurality of client devices including a first client device, a second client device, and a third client device,
 wherein the group chat communication session includes a plurality of users including a first user associated with the first client device, a second user associated with the second client device, and a third user associated with the third client device,
 wherein each of the plurality of users sends messages to and receives messages from the plurality of users via the communication interface displayed on the respective client devices,
 wherein the first user, the second user, and the third user are present in the communication session;
 receiving from the first client device a request to send a private notification to the second client device in the group chat communication session, wherein the request to send the private notification comprises a request to cause a first avatar to perform an animation in the communication interface on the second client device and a request to cause the first avatar to not perform the animation in the communication interface on the third client device; and
 in response to receiving, from the first client device, the request to send the private notification to the second client device, generating the private notification, wherein generating the private notification includes causing the first avatar to perform the animation in the communication interface on the second client device, and causing the first avatar to not perform the animation in the communication interface on the third client device, wherein the first avatar is associated with the first user.

18. The non-transitory computer-readable storage medium of claim 17, wherein generating the private notification at the second client device further comprises: causing the first avatar displayed on the second client device to perform the animation, wherein the animation comprises the first avatar winking, nudging, or moving in relation with a presence indicator, and causing the second client device to vibrate or generate a sound.

19. The non-transitory computer-readable storage medium of claim 17, wherein the request to send the private

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notification from the first client device is received when the first client device detects a selection of a second avatar displayed on the first client device that exceeds a predetermined time threshold, wherein the second avatar is associated with the second user.

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20. The non-transitory computer-readable storage medium of claim **19**, wherein the processor to perform operations further comprising:

causing the second avatar displayed on the first client device to perform an animation.

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